

The Connect: The Overview

Once upon a time, Jack was a wide-eyed actor who moved to LA. Upon arrival, he thought he could play any part. So when there was a casting call for a Ryan Reynolds-type or maybe one of the four Chrises - Pine, Evans, Hemsworth or Pratt - he would send in his headshot. And the phone would never ring. The problem was that he was not a romantic leading man. [Pause for you to say, "Aw, that's not true!", "You're beautiful!", etc.] It took many rejections to discover his own connect, which could be summed up as: "Cute – not hot – doughy, boy next door, quirky sidekick to hot, romantic leading man!" And once he figured out how other people saw him, he started getting more roles. It's not that he changed who he was – he simply adjusted the volume on what he was naturally: a goofball.

Sure, this is a Hollywood example, but the same spirit of this disconnect is true in our workplaces. There are lots of people who have a disconnect between who they think they are and how other people perceive them. We can all fall victim to this disconnect and this exercise is a way we can get out of our own heads and get a glimpse of ourselves through the eyeballs of others.

Knowing how other people view you can help you adjust accordingly to better reflect the kind of connect/brand you desire. For example, you might be a funny guy, but if your superior thinks you make too many ill-timed jokes, you might want to hold back on those a bit. Or if a co-worker doesn't think you're very approachable, you could change your demeanor to be friendlier. Occasionally we all lose sight of how we're perceived, and it is helpful to check in with ourselves to see if we are who we think we are in the workplace. This exercise is designed to help you discover a bit more about your personal brand and how you can better connect with others.

The Connect Instructions:

Fill out the self-evaluation as honestly as you can. Don't overthink it. You might be awesome at all five characteristics. Still, rank them in order using each number 1-5 once. In other words, don't give yourself all 1's - really rank them. Then give the other three forms to three co-workers or friends you trust to fill out and return to you. Then ask yourself:

1. How many characteristics matched between your evaluation and your peer evaluation? All five (rare)? A few? Or none at all (not that rare)?
2. Which attribute in the feedback was most disappointing? Is there anything you could adjust to improve that attribute?
3. Which attributes were the strongest? And what are a few things you can do to emphasize those strengths?

BRAND YOURSELF

Self Evaluation

Please rank yourself on the characteristics below from 1-5 with 1 being your strongest attribute and 5 being the biggest opportunity for growth.

____ Credible ____ Humorous
____ Approachable ____ Dependable
____ Flexible

Now use the rankings above to finish this Brandlib:

I am definitely more _____ **1** _____
and generally more _____ **2** _____ than most
people. I might be more or less _____ **3** _____
than others and I have opportunities to be more
_____ **4** _____ and _____ **5** _____ .

BRAND YOURSELF

Peer Evaluation

Please rank your peer on the characteristics below from 1-5 with 1 being his or her strongest attribute and 5 being the biggest opportunity for growth.

____ Credible ____ Humorous
____ Approachable ____ Dependable
____ Flexible

Now use the rankings above to finish this Brandlib:

My co-worker is definitely more _____ **1** _____
and generally more _____ **2** _____ than most
people. S/he might be more or less _____ **3** _____
than others and s/he have opportunities to be more
_____ **4** _____ and _____ **5** _____ .

The Don't Flinch Guide to Playing the Right Role™ **Don't Flinch.**

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